

REMARKS

This Amendment is responsive to the Examiner's Office Action of July 12, 2006. In such Action, claims 1-30 were rejection under 35 U.S.C. §112, second paragraph. Claims 1-3, 6-10, 12-23 and 27-30 were rejected under 35 U.S.C. § 102(b) as being anticipated by Gerace. Claims 11 and 24-26 were rejected under 35 U.S.C. §103(a) as being unpatentable over Gerace. Claims 4 and 5 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Gerace in view of Tuzhilin. Applicant respectfully traverses the Examiner's rejection of the claims and offers the foregoing amendments and following remarks in support thereof.

Claims 1, 6, 9, 12, 16, 27 and 30 have been amended. No new matter has been inserted. Claims 1-30 remain pending in the application. Applicant respectfully requests reconsideration of the Examiner's rejections.

Applicant has amended the claims in accordance with the Examiner's suggestions to overcome the Section 112 rejection.

With respect to the Section 102 and 103 rejections based solely or primarily on Gerace, Applicant respectfully incorporates its arguments from its previous amendment and Applicant's Appeal Brief. Additionally, in addition to the Section 112 amendments, Applicant has also amended the independent claims to indicate that a page is displayed to the user seeking information from the user and allowing the user to knowingly enter his or her information for creating the user profile. Gerace clearly does not display such page for such purposes.

for certain advertisements by the user is provided by Gerace. Additionally, the teachings of the Gerace invention would be destroyed by substituting the "cookies" user activity tracking method which has no intentional user input in contrast to Applicant's unique claimed invention.

As also previously argued, Tuzhilin fails to overcome the fundamentally differences of how the user profile is created in Gerace as compared to Applicant's

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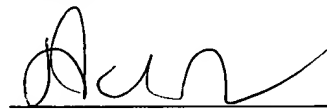
invention, as now claimed. Accordingly, the proposed combination of Gerace and Tuzhilin still fails to teach applicant's unique invention, as now claimed.

For the foregoing reasons, Applicant respectfully requests that the Examiner's rejections be withdrawn and all claims in the subject application be permitted to proceed to allowance.

Applicant has completely responded to the Office Action dated July 12, 2006. Favorable action is respectfully requested.

Any additional charges, including Extensions of Time, please bill our Deposit Account No. 503180.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Dan', is written over a horizontal line.

Daniel S. Polley, Reg. No. 34,902

CUSTOMER NUMBER 44538